

## **Quality management and Organization success**

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The success factors of organizations are developing continuously and every few year's new success factors are added to the complex demanding and ever-changing competitive environment in which organizations operate. There is no doubt that the primary focus of an organization should be to achieve higher satisfaction of its customers by implementing rigorous processes to continuously improve its products and services quality - but in the current competitive environment this is not enough to achieve sustained success and all interested parties needs and expectations have to be met. Organizations have to implement an effective and efficient management system that is led by top management and is focused on the organization ability to meet the needs and expectations of its customers and other relevant interested parties, over the long term as the way to achieve sustained success of the organization. As Quality management is focused on meeting needs and expectations of customers and if we agree that all interested parties are 'customers' of the organization we can easily demonstrate the substantial relation between Quality management and Organization success.